

How do they get the carrots to look like the rainbow?



LY-CO-PENE: the red pigment in the skins of red fruits and vegetables. They added some red color from a tomato and gave it to the carrot!

AN-THO-CY-AN-IN: the purple pigment in the skins of fruits and vegetables. They added some purple color from a blueberry and gave it to the carrot!

LU-TEIN: the yellow pigment in the skins of blue/green fruits and vegetables. They added some yellow color from kale and gave it to the carrot!

Now besides keeping your eyes healthy with normal carrots, you can keep your heart healthy too!

Does the colored carrot taste any different than a normal carrot?